



Delivering Basketball in our communities

ABSLS Sponsorship Opportunities 2018-2020



“New Zealand’s fastest growing sport”



ABSL Sponsorship Proposal

Background

Basketball is a global sport that is enjoyed by 100,000+ indoor and outdoor participants Auckland wide. Auckland Basketball Services Limited (ABSL) provides services across our three major catchment regions (Counties Manukau, Auckland and Waitakere). We proudly offer a range of programmes and events to cater to children, youth and adult user pay consumers. Our offerings include leagues, competitions, before and after school care programmes, holiday programmes, large events and tournaments that involve National and International subscriptions.

Our Values

Family and Community

Integrity

Excellence

Sportsmanship



ABSL Sponsorship Objective:

To connect with major sponsors who portray our values and meet the needs of our target audience.

ABSL Sponsorship Outcome:

To enhance opportunities for our growing populations to access quality basketball opportunities

Why Sponsor Us?

“ABSL...Where Market Penetration meets Corporate Social Responsibility”

Our members come from all walks of life. Our **USER PAY** participants contribute onwards and upwards of \$500 per year to participate in their chosen basketball programmes. On the flipside, ABSL secure annual funding to provide low cost and or **FREE** programmes in low socio economic areas. As such, ABSL Sponsors benefit from market penetration through access to our membership database, competitions and events; whilst also having a remarkable “direct” impact on our most deprived communities through alignment to our charitable community based initiatives.

Who is Our Target Audience?

OUR “PARENT AND CHILD” AUDIENCE



Our primary target audience is predominantly represented by NZ European and Asian (including Indian) boys aged 8-16 years and living in major urban locations. What we know about our primary target audience is that their parents finance their sporting endeavours. Parents purchase basketball shoes, clothing and accessories up to four times per season for their children. On average parents can spend \$500 - \$6,500 in any given year towards their child’s basketball development.

Our primary target audience partakes in basketball all year round with the delivery of our basketball leagues and holiday programmes that operate over four school terms each year. Over 55% of our primary target audience members are connected through ABSL online platforms such as Facebook and Glory League averaging 3 out of 7 days of active interactions through these online mediums.



OUR “ADULT ATHLETE” AUDIENCE

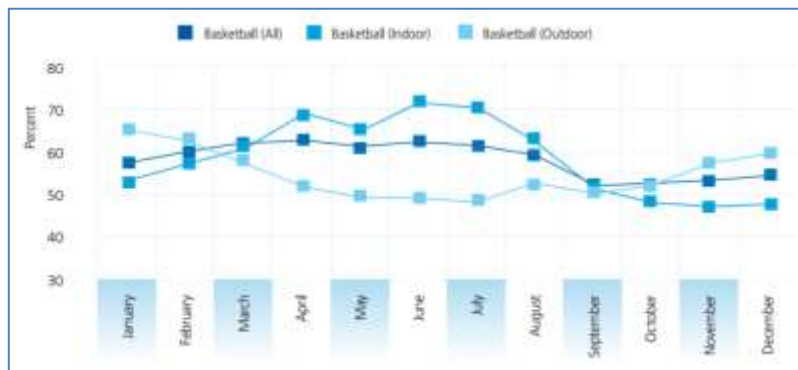


Our secondary target market audience is grouped into two distinct catchment groups:

Group 1: NZ European males, 25-39 years of age, employed and living in secondary urban locations.

Group 2: Asian male, 16-24 years of age, studying and living in major urban locations.

What we know about our secondary target audience groups is that they choose basketball as their first sport of choice. They spend on average \$800 per year on subscription fees to participate in our Adult leagues and events. Over 75% of our secondary target audience members are connected through ABSL online platforms such as Facebook and Glory League averaging 5 out of 7 days of active interactions through these online mediums.



Our secondary target audience groups partake in basketball all year round with considerable spikes in participation during the months of April, May, June and July (Indoor Basketball) and November, December, January and February (Outdoor Basketball). We acknowledge that these periods present crucial opportunities for our sponsors to engage with our audience.

Sponsorship Opportunities



ABSL Naming Rights Sponsor Packages

We have six exclusive naming rights packages available each year. We currently have three opportunities available for the 2018 year:

- Package One: ABSL Miniball Basketball League
- Package Two: **Unitec** Adult Basketball League (SOLD)
- Package Three: **Unitec** Secondary Schools Competition (SOLD)
- Package Four: National Secondary Schools Tournament
- Package Five: ABSL Easter Tournament
- Package Six: **SAS** Tribes Basketball League (SOLD)

Cost: Offers from \$80,000-\$100,000 per annum

Exclusive Benefits for ABSL Naming Rights Sponsors

Steven Adams: Your Company will receive one complimentary team entry to the Annual Steven Adams Charity Golf Tournament. This offering is valued at \$12,000 and includes direct exposure to a number of high profile athletes and celebrities including Steven Adams himself.

Promotions: Your Company will be promoted across all ABSL outlets including social media platforms, radio media (Pacific Media Network) and collateral printing and promotional products up to the value of \$10,000 per investment year.

Branding: Your company logo will be branded across all top tier ABSL Rep uniforms and collateral with exposure across **social media video** and **live stream video** up to the value of \$10,000 per investment year.

Database: Our team will provide all year round support to ensure you receive access to our user pay and social media membership database for your promotional aspirations.

CSR: Your Company will be aligned to one Corporate Social Responsibility community initiative with a full video and written report provided at the conclusion of the event.

Engagements: Our Naming Rights Sponsors will receive 10 complimentary invitations to attend the ABSL Annual Prize giving. A category award will be offered to your company for presentation with an opportunity for our Major Sponsors to address our members.



ABSL Major Sponsor Packages

We have three exclusive major sponsor packages available each year. We currently have two opportunities available for the 2018 year:

Package One: BBNZ Women's Basketball Competition (ABSL Team Sponsor)

Package Two:  Summer Jam Competition (SOLD)

Package Three: ABSL Run & Gun Event

Cost: Offers from \$30,000-\$50,000 per annum

Exclusive Benefits for ABSL Naming Rights Sponsors

Promotions: Your Company will be promoted across all product relative ABSL outlets including social media platforms, radio media (Pacific Media Network) and collateral printing and promotional products up to the value of \$15,000 per investment year.

Branding: Your company logo will be branded across one top tier ABSL Rep uniform set and collateral with exposure across **social media video** and **live stream** video up to the value of \$10,000 per investment year.

Database: Our team will provide all year round support to ensure you receive access to our social media membership database for your promotional aspirations.

Engagements: Our Major Sponsors will receive 5 complimentary invitations to attend the ABSL Annual Prize giving.

Memorabilia: A signed and framed ABSL WBC, ABSL Summer Jam or ABSL Run & Gun Jersey will be presented to our relative Major Sponsors.





ABSL Minor Sponsor Packages

We have a range of minor sponsor packages available each year and are open to receiving new offers for sponsorship that are not listed also. Please review the following packages and let us know if you have other ideas that you'd like us to consider.

Package One: **Representative Team Sponsor**

Purpose: We assist three Associations to deliver representative opportunities for rep 72 team. Your contribution will support the development of 12 young persons in their basketball aspirations.

Cost: Offers between \$500- \$1,000 per team

Package Two: **Coach, Referees and Officials Development Sponsor**

Purpose: We assist three Associations to deliver coach, referees and officials development opportunities for over 320 volunteers. Your contribution will support the development of our volunteers in their basketball aspirations. One investment will support the delivery of a development clinic that caters to approx. 20 participants enabling them to gain BBNZ qualifications in their chosen field.

Cost: Offers between \$100- \$500 per clinic

Package Three: **Contra Sponsor**

Cost: Offers of contra items towards fundraising concepts such as goodies for hampers, experience vouchers, goods vouchers, petrol vouchers, food vouchers, clothing, shoes, jewellery etc. Your contributions **no matter how big or small** can be transformed into a major raffle prize or competition prize that we can use to generate funds to purchase junior development coaching equipment and resources.

Package Four: **Expertise Exchange**

Cost: Offers of expertise from an individual, group, service provider or consultant will greatly enhance the opportunity for ABSL to succeed.

Benefits for Minor Sponsors

Benefits for minor sponsors will be determined in consultation with the company concerned as the value of contra will differ between contributions.



Sponsorship Enquiries:

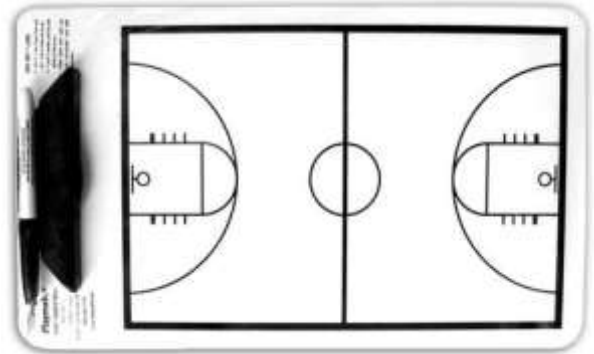
We welcome the opportunity to meet with any potential sponsor or doner. We are happy to tailor a sponsorship package that meets your requirements and budgetary constraints. Please direct all sponsorship and partnership enquiries to:

Mrs Tracy Atiga

Chief Executive Officer
Auckland Basketball Services Limited

Email: tracy@absl.co.nz

Mobile: +64 21 591915



ABSL Offices

Main Office: Sport Auckland House, Level 4
Alexandra Park Function Centre
Greenlane Rd (West)
Epsom
Auckland

Satellite Office: Pulman Arena, Level 1
Bruce Pulman Park
90 - 138 Walters Road,
Takanini 2112
Auckland

Phone: (09) 623 7651

